

The Labour Organiser

PUBLISHING OFFICE:—WORCESTER

Vol. 19. No. 207

SEPTEMBER, 1938

Price 4d.

4/6 per annum, post free

JACK CUTTER reviews LABOUR'S PREPARATIONS FOR THE MUNICIPAL ELECTIONS

Service

One of my minor problems in writing these articles for the "Organiser" is that I live a long distance away from the Editor and, being unable to consult with him, have to guess what subjects he will himself be dealing with in order that we are not writing on the same things.

It has worked fairly well up to now, but this month I am going to take a risk and deal with something about which I imagine the Editor must already have written comments, namely the quality of the Staff Work of Head Office on Municipal Elections.

Here we speak with one voice. The most persistent and cross-grained critic of what is amusingly termed "Official Policy" ungrudgingly admits that the Party is delivering the goods this time. My own opinion is that we have never in the history of the Party had from either Eccleston Square or from Transport House such spirited, clear, well-balanced and valuable guidance, advice and material as on this occasion.

The service is well worthy of a general review and a few comments.

"Your Britain" No. 4

"Your Britain No. 4," maintains the superlative standard of its pre-

decessors and is a sure-fire vote-convincer. My advice to Parties is not to be satisfied with an order for a few thousands, but to review what they have spent in past campaigns on local "Election Specials" and news-sheets and consider whether they will not get better results this year by substituting "No. 4" for the news-sheet and delivering one free to every voter's home. Of course, if you can afford both, well and good and my congratulations. But if it has to be a choice, dammit man, there is no comparison. *Everybody* will sure read "No. 4" as soon as they see it, and its impression will stick.

The Election Address

The Model Election Address has a special value to my mind apart from the excellence of its material, inasmuch as it is prepared by someone who understands type and enables the Party secretary in the smallest town to go to his printer and say, "That's the lay-out and the type face I want and no alibis." How often have you seen a masterly written Address ruined by battered, unsuitable and unreadable type? Even if your printer is a one-man show with about two founts of type and one ancient wharfedale;

even if he claims that he cannot possibly supply "fancy faces," don't believe him. If you insist he can get the job set up by someone who has what you want. He does it regularly for other jobs, so don't be fobbed off.

The Leaflets

I like the leaflets too. Their pictures are bright and telling. The two colours are well-balanced and the slogan on one of them:

PUT EVERY LABOUR CANDIDATE ACROSS X

is about as good a slogan as I have seen for a long time. At five bob a thousand they are a great bargain. Similar leaflets printed locally would cost you at least 12s. 6d. a thousand—and you would want a good many thousands to get them at that price.

Opinions differ about the posters, but I think you will agree that the new size of posters K.L. and M. (10 x 20) is a welcome innovation extending the use of letterpress posters to window slips and fly posting on an increased variety of sites.

Training and Why

On the organisation side there is obvious appreciation of the importance of these November elections as a dress rehearsal for the wider Parliamentary struggle. Material has been supplied to every Labour Party which has a Borough contest, giving facilities for practical classes on the proper handling of a good municipal campaign. Parties have been asked to appoint tutors for such classes and the tutors have received a very useful outline of three lectures covering the whole subject in an admirable way. I have a very good reason for hoping that this idea has been taken up all over the country and that hundreds of new tutors have been applying themselves to the job of giving organisational leadership to our workers. My reason is this:

A certain Labour Party recently advertised for a full-time Agent. About 100 applications were forthcoming and I had the opportunity of going through them very thoroughly. About 50 per cent. of them did not need a second glance. They were submitted by people who had not the slightest idea of what the job entailed, had not an ounce of experience in any kind of organising and left the im-

pression that they had never been inside an election committee room in their lives.

About half of the remaining applications were very little better. True, their senders were active enough in certain ways. I noted case after case where the applicant was a delegate from his Union branch to the local Trades Council or Party, was busy on Spain Committees or was on the local panel of municipal candidates. But not one of this batch showed any record of ward organisation, of a knowledge of electoral machinery and law or gave the slightest indication that there was some participation in the effective organisational work of his Party.

It was plain to see that, with very few exceptions, the younger applicants considering themselves good enough for a position of responsibility in the Movement, have been devoting their time to everything under the sun except Party Organisation.

Agents will be Wanted

When the general election comes we shall want about 300 first-class people as Agents. These must be good enough to control, handle and guide in their own constituencies what seems likely to be the fiercest struggle in the history of the Party. We shall need about 1,000 sub-Agents who will have responsible jobs requiring some previous knowledge or study. We shall need about 10,000 officers of staff, in control of transport, meetings, finance, publicity, and the like. The better the quality of service we get in these positions the rosier our chances of that clear majority.

The municipal election classes may well be the means of introducing many to the fascinating study of scientific electioneering, and my suggestion to class tutors is to introduce their most promising students to the extended facilities for study now offered by the Study Course Department of the Labour Party.

Well Done, Transport House!

As a result of all these services from Headquarters there is no excuse this year for a shoddy or haphazard campaign anywhere in England, Scotland or Wales (and, for once, the Boroughs and Burghs all poll on the same day, while Scotland has her

County Council elections thrown in) I have many times heard it said that the Constituencies are ahead of "Transport House" in vision and what not. It is a pleasure to be able to reverse this cliché and say with the facts to back me up: "If the constituencies show as much drive, spirit, initiative and efficiency as Transport House has done Labour will make tremendous strides in the 1938 Municipal Elections."

This Monthly Propaganda Point **"SEE THAT WET,** **SEE THAT DRY"**

Reporting the Fenland floods in March, 1936, the "Daily Herald" described the plight of the inundated villages near Chatteris. One road leading to the town was six foot under water.

A report from the "Herald" in August, 1938, states that Chatteris is so short of water that the Nursing Association's maternity nurse had to go to many houses collecting a little water from each before she could obtain enough to wash a new-born baby.

ADDITIONAL CANDIDATURES **ENDORSED BY N.E.C.**

6th September, 1938

GLOS.: Cheltenham. Mr. J. BAIRD,
1a, Union Street, Birmingham.

LANCS.: Widnes. Mr. LOUIS
ANDERSON FENN, 434, Chester Road,
Erdington, Birmingham, 23.

LONDON: Kensington, South. Mrs.
P. STRAUSS, 1, Kensington Palace
Gardens, W.8.

Lambeth, Brixton. Mr. MARCUS
LIPTON, 78, Gresham Road, Brixton,
S.W.9.

STAFFS.: Wednesbury. Mrs. B.
AYRTON GOULD, 76, Belsize Park
Gardens, N.W.3.

Candidature Withdrawn

DURHAM: Gateshead. Mr. BART
KELLY.

Additional Candidates Endorsed by **N.E.C., 27th July, 1938**

LANCS.: Eccles. Mr. W. T. PROCTOR,
13, Asquith Street, Griffithstown,
Mon.

Salford South. Mr. FRANK
ANDERSON, 3, Cromwell Road, White-
field, Nr. Manchester.

WARWICKS: Warwick. Mr. T. N.
BESTERMAN, 98, Heath Street, N.W.3.

LOCAL NEWSPAPER MEMS.

Congratulations to the "Gloucester Labour News," which has just entered on its second year of publication. This paper is a monthly with a guaranteed circulation of 12,000 copies. It has throughout maintained a high standard. The contents are varied and bright, and the advertisement revenue would also appear to be satisfactory.

The "Town Crier" (Birmingham) has recently changed hands, being still, of course, under the direction of Labour folk. In its new get-up the "Town Crier" makes a worthy paper for this great city, and it should now prove a powerful weapon in regaining Labour's lost fortunes therein. We note that the new address is, Worcester Chambers, 14, New Street, Birmingham. It is 20 years since the paper came into Labour hands, and we wish it prosperity and success for all time.

"The Star" is an unusual title for a Labour paper; indeed, it is the only one of this name, for Labour has been copyist, if not Conservative, in naming its newspapers. "The Star" is published by the Cardiff South D.L.P. (Labour Agent, Mr. W. F. Shepherd, 172, Penarth Road, Cardiff), and is printed by the Ripley Printing Society. Its eight pages are made up of definitely Labour news and propaganda. We trust this "star" will be a lucky one, and that Cardiff South, having hitched its waggon to one, will give us a victory at the coming election worthy of such auspices.



**for PRESENT
PROPAGANDA**

**HIRE PURCHASE
TERMS
ARRANGED**

**Public Address Apparatus,
Amplifiers**

**Loud Speakers, Microphone
Radio Relay Equipment
Talking Picture Apparatus**

FILM INDUSTRIES LTD.
60, PADDINGTON STREET, W.1

Phone: Welbeck 2293

Miss Mary Sutherland

on

MAKING AND KEEPING PARTY MEMBERS

(The following summary of Miss Sutherland's address on "Consolidation of Party Membership and Organisation" at the Business Conference at Leamington on 12th May is reprinted from that useful journal "The Labour Woman.")

We must remember that a victory at the next election will not be won merely on enthusiasm, nor will it be won on our programme only, though we have a very good short term programme. It will be won largely on the strength and efficiency of our organisation in the constituencies.

Some Parties have begun to feel that they have been so immersed in political campaigns since the last General Election—all of them important—that not enough attention has been given to the day-to-day tasks of organisation. This raises an important point which we must never forget. Parties must never get so carried away with political propaganda that they are forced to neglect the machine by which the results of the propaganda must be garnered in order to achieve victory.

The question of membership should be continually before Parties. At every Executive and at every Management Committee meeting there should be a report on membership. In a healthy Party the membership campaign lasts from January to December. It does not come in occasional spurts, but is continuous in the sense that the recruitment of members is part of the ordinary work of the Party. Before the beginning of the New Year every Party should have plans for re-enrolling all the previous year's members as speedily as possible, and have lists of supporters and possible members prepared, so that they may be visited and invited to join.

In some constituencies where membership is small, there is a tendency to argue that local circumstances make

it impossible to have a big membership. We all like to feel that our own constituency has peculiarities which set it apart from all the other 600 in the country. To-day there are Parties with a membership of one to every six Labour votes—or more—and other Parties with no more than one to every hundred Labour votes, and there are no local peculiarities which can explain such differences.

I honestly believe that it is possible for every constituency to have a membership representing one in five of the Labour votes, and that a large number could do even better. If every Party would make that its aim what a number of financial and other problems would be solved!

It is not enough, however, to make members. There must be adequate machinery for keeping them. In fact, it is always easy, or nearly always easy, to get members for the Party, but it is not always so easy to keep them unless Parties have some method of maintaining regular contact with the members who have been enrolled. The basis of any plan for maintaining members must be (1) a complete and accurate register of all members, and (2) a system of collecting contributions.

No Party can hope to keep its members unless the Secretary can tell at any given moment who the members are, and every Party and Ward Secretary should therefore take time to compile an accurate register and to keep it up to date. Where there is a Women's Section the Secretary should have a list of all the women members of the Party.

The second point—regular collection of contributions—is in some districts more difficult, but I am certain there are enough keen members in every Party to undertake the job of collecting if they understand its importance. Even in rural areas where membership is scattered it should be possible to

(Please turn to page 174)

To Remind You

How Much Do You Know?

- 1 Who may become a Candidate at the Municipal Borough Elections ?
- 2 What is the position as regards a candidature of a person in receipt of Poor Law Relief ?
- 3 What is the position of a teacher as regards a candidature ?
- 4 May a Returning Officer vote ? If so, how ?
- 5 May a Councillor resign his seat and contest the ensuing vacancy ? Is there a penalty on resignation ?
- 6 May a Municipal Candidate have the use free or otherwise of a Schoolroom for use as a Committee Room ?
- 7 Is it possible for an unqualified person to secure election and exercise his office ? If so what is the effect of his so doing (a) upon himself and (b) upon the validity of the Council's decisions in which he has taken part ?

NOW TURN TO PAGE 176

LET THE BLACKFRIARS PRESS HELP YOU !

Printers of this Journal.
Let us help you in your
work by producing
your literature in good
and tasteful style at
reasonable prices, and
with quick despatch.
Send us your enquiries.

THE BLACKFRIARS PRESS
Phone 27164 LIMITED
Smith-Dorrien Road, Leicester

(Concluded from page 172)

get monthly collections if weekly collections are out of the question.

I have sometimes heard women argue that members ought to come to the weekly or fortnightly meetings and pay their contributions and that they should not need someone to go on the doorstep to collect the pennies. Those who hold that view fail to appreciate what an adequate Party membership really means. If every Party and Ward Women's Section had the membership it should have there would be no time at meetings to collect contributions. Contributions are frequently paid at meetings to-day because we have a membership which is unworthy of our Movement.

There are very few areas, outside the more scattered rural areas, where it is not possible to have a membership large enough to justify the appointment of collectors, each of whom is responsible for a certain district or a certain number of members every week. The regular collection of contributions means regular contact with the members. This contact makes possible the enrolment of further new members. It helps to kindle interest in Party activities among those who join the

Party because they support its policy in a general way, but are not as a rule terribly interested in politics. It ensures a regular income for the Party which may lead to a curtailment of some of those money-raising efforts which are to-day necessary for many Parties, but which very often absorb time and energy that might be given to more fruitful political work, and which very frequently do not bring a financial return commensurate with the time and work expended on them.

EXTENSION OF POLLING HOURS : THE NEW ACT

On another page we reprint the recently enacted Local Government (Hours of Polling) Act, 1938, which effects a long desired reform in the hours of polling at Municipal and County Council Elections.

The Act does not go the whole hog and extend to Municipal Elections the privilege allowed to Parliamentary candidates of demanding and securing an extension of hours at both ends of the day. This Act concedes only the power to request that polling should be kept open until 9 p.m. The provision is limited to County Council and Borough Council Elections.

The request of one candidate only is sufficient to secure the extension where only one vacancy exists. Where more than one Councillor is to be elected in a ward, or in a borough not divided into wards, application must be made by a number of Councillors, not being *less* than the number to be elected. We can conceive circumstances where a party's intention to contest less than all the vacant seats is affected by this provision. For instance, two candidates would not be able to secure an extension in an election where three or more were to be elected in one ward (or undivided borough); and it may prove desirable to bring another candidate into the field for the purposes of the Act.

As our readers will recollect, the hours of poll in District Council Elections may be fixed by the County Council. The new Act therefore may be quoted in support of endeavours to compel a County Council to act in accord with the spirit of the age.

(1 & 2 GEO. 6.)

Local Government (Hours of Poll) Act, 1938

An Act to provide for the extension of polling hours at county council and borough council elections.

BE it enacted by the King's most Excellent Majesty, by and with the advice and consent of the Lords Spiritual and Temporal, and Commons, in this present Parliament assembled, and by the authority of the same, as follows:—

1. Paragraph 3 of Part III of the Second Schedule to the Local Government Act, 1933, shall have effect as though the following were added thereto:—

“Provided that where—

(a) a candidate nominated at an election of a councillor for an electoral division of a county, or

(b) a number of candidates nominated at an election of councillors for a borough not divided into wards, or at an election of councillors for a ward of a borough divided into wards, not being less than the number of councillors to be elected at the election,

by notice or notices in writing signed by him, or, as the case may be, by them, and delivered at the place at which notices of withdrawals from candidatures are required to be delivered not later than the time appointed for that purpose by Part II of this Schedule, requests, or as the case may be, request, that the poll at that election may be kept open till nine o'clock in the afternoon of the day on which the poll commences, then, subject to the succeeding provisions of this paragraph, the poll shall be kept open until nine o'clock in the afternoon of that day and no longer.

A notice given by any candidate for the purposes of the foregoing proviso shall be of no effect if the candidate is not validly nominated, or if he withdraws, or is deemed to have withdrawn, from his candidature, or if he withdraws the notice by a further notice in writing signed by him and delivered at the place aforesaid not later than the time appointed for the delivery of the first-mentioned notice.”

Short Title and Repeal.

2.—(1) This Act may be cited as the Local Government (Hours of Poll) Act, 1938.

(2) Section two hundred and forty-two of the Barking Corporation Act, 1933 (which relates to the hours of poll at municipal elections at the borough of Barking), is hereby repealed.

How Much Do You Know?

See Page 173

Who may be a Municipal Candidate?

1. The qualifications are contained in Section 57 of the Local Government Act, 1933. The persons qualified are: (a) Local Government electors in the Municipal Borough, (b) owners of freehold or leasehold land, (c) persons who have resided in the municipal borough during the whole of the 12 months preceding the day of election.

Does Poor-Law Relief Disqualify?

2. A person who has been in receipt of Poor Law relief at any time during the 12 months preceding the day of election is disqualified. (Section 59, L.G. Act, 1933.) Poor Law relief does not include medical or surgical treatment, or relief given under the Blind Persons' Act, 1920.

May a Teacher Stand?

3. A teacher in a council school, or in a school maintained (but not provided) by the municipal authority, falls under the provisions of Section 59, L.G. Act, 1933 (Sub-Sections 2 and 5), and is disqualified.

When the R.O. Votes

4. There are no provisions by which a Returning Officer is deprived of his liberty to vote if qualified in the ordinary way. In the case of an equality of voting, a Returning Officer may, but is not compelled to, give a casting vote "by word of mouth or in writing." There are no express provisions laying down what should be done if the Returning Officer declines to exercise his casting vote. It is submitted that the procedure of a Parliamentary Election should be followed, and the Returning Officer should declare a double return. Obviously the result is a void election.

A Point on Resigning Office

5. A Councillor may at any time resign his office. The former provisions which imposed a penalty on resignation are now no longer in force, and it

is only necessary to deliver a signed notice of resignation to the Town Clerk. Resignation takes effect immediately. There are no provisions which disqualify a person who has resigned his office. On the contrary, by Section 59 of the L.G. Act, 1933, a person ceasing to hold office, unless he is not qualified, or is disqualified, is eligible for re-election.

Elementary School as Committee Room

6. Under the Corrupt and Illegal Practices Prevention Act, 1883, the premises of any public elementary school in receipt of an annual Parliamentary grant (or any part of such premises) may *not* be used as a Committee Room. This Section, however, was not enacted in the Municipal Elections (Corrupt and Illegal Practices Prevention) Act, 1884, and it is the latter Act which applies to Municipal Elections. It would appear, therefore, that no offence is committed where a public elementary school is used by a candidate as a Committee Room in a Municipal Election. Such usage is, however, not usual, and it is not desirable. The use of a room for a meeting of Committee-men or at a public meeting does not constitute use as a "Committee Room," though no precise definition of "Committee Rooms" has been laid down.

Can a Disqualified Person Get Elected?

7. Unfortunately, yes. By an extraordinary flaw in the Election Laws there is no power to prevent an unqualified person securing nomination and election except possibly by injunction; an election petition may come *after* an election.

It might be thought that the Returning Officer, or even some higher authority, might be given the power to decide the question of a candidate's qualification to be elected *before* an election takes place, or as part of the process of nomination. But the Returning Officer's authority in this

(Please turn to page 179)

EVIDENCE

To Officials of Labour Parties interested in **LABOUR MONTHLIES**

Read this letter addressed to :

ARCHWAY ADVERTISING SERVICES LTD.

18 Junction Road, London, N.19

Sir,

As Secretaries of Borough and Divisional Labour Parties now running a monthly paper through your Company, we are very happy to bear testimony to the excellent services you have rendered us.

We have proved that the advantages of a paper of our own are tremendous. Propaganda is more widespread and effective. The messages of our Member of Parliament or prospective Candidate, as the case may be, gets into the homes of the electors and our local Councillors' activities are reported more effectively than by our opponents' Press.

We have none of the troubles and anxieties associated with obtaining advertisements. When specialised assistance has been needed in the production and make-up of the paper it has been available. In certain circumstances where financial difficulties have been experienced, aid has been rendered by your Company to enable the paper to continue even at some loss to yourselves. These facts should be an inducement to Labour Parties to avail themselves of a paper.

It is because we know that your sympathies are with this great movement of ours and because we are satisfied that a great chain of such papers throughout the length and breadth of the country is a vital necessity to the Party if we are ultimately to win power that we commend your services to those Labour Parties at present without a paper.

Signed—

Send to-day for further details to :

**ARCHWAY ADVERTISING
SERVICES LTD.**

18 Junction Rd., London, N.19

**WE ARE THE
FOUNDERS OF
LABOUR MONTHLIES**

A. TWEEDALE, Oldham.
M. KAUFMANN, Hornsey.
R. SARGOOD, Peckham.
R. A. WATSON, Peterborough.
R. S. HOLNESS, Ilford.
W. CHAPPELL, Colchester.
A. CARLIDGE, Croxteth.
W. V. TITHERINGTON, Bradford.
JACK WORTHY, Darlington.
T. J. RYELAND, Plymouth.
H. S. HANSON, Sunderland.
H. F. LEE, Seaham Harbour.
H. H. PRICKETT, Oxford.

THE SEASON STARTS—

How To Make Your Indoor Meetings Successful

The close season for indoor meetings is over and from this month on Labour's indoor platform oratory will be in full spate probably until the General Election.

Under the circumstances it is more than ever necessary that meetings should be well organised, successful and productive. To this purpose we reproduce the following first-rate hints on the organisation of meetings; and although this matter has appeared in the Party publication "Labour Organisation" (price 6d.) and it has been widely circulated, a new crop of officers has arisen and a new crop of our readers will find help and inspiration therein. To the author, Harold Croft, we present our compliments on this work and our thanks:

Public meetings should be regarded as a phase of organisation work. They are too often allowed to be an alternative to persistent work because a few meetings give rise to a pleasant sense of activity.

They should be organised to get definite effects of really extending socialist influence and securing new supporters.

There is a vast amount of available speaking talent in the movement, and there is an obligation on parties to undertake the promotion of public meetings in an enterprising way so that effective publicity will bring audiences to hear these exponents of Socialism.

No meeting should ever be an isolated event in itself; it should be the apex of some party effort or preceded by some canvassing.

Canvassing with handbills is most effective in increasing attendance; this is a most necessary form of appeal in country districts, but it is none the less desirable in towns; canvassing establishes contacts. When the meeting is held, such invited people will feel they have come because they were

wanted and will be much more susceptible to appeals for membership.

Such methods as the above in practice lead to almost incredible success if persisted in through a period. One Ward Committee built up regular weekly congregations of 300 people by continual personal canvassing in the roads and streets in the vicinity of the schoolroom engaged, and whether the speakers were known or not a packed hall was the usual experience.

Points on the Organisation of Public Meetings

1. Consider the question of publicity in relation to the size of the hall and the number of people who must attend to fill it. Give consideration to the question as to reserved seats and charges.

2. Advertise the meeting well. Draft posters, bills and advertisements in an attractive style. Space is effective in display, so don't crowd the bills with matter. The speaker's name must be prominent, and a note about him or her is often an aid in arousing interest. If press advertisements are used, see that a news paragraph and photo of the speaker appear.

3. Distribute and display bills judiciously in selected areas and in the vicinity of the hall. See that a number are taken personally to sympathisers and an invitation given to the recipients and their families to attend. Make sure that all members are informed of the affair. Circularise affiliated bodies and specially mention the speaker if known to them through their organisations. In canvassing for the meeting it is often an advantage to deliver in addition to the handbill a propaganda leaflet if possible related to the speaker's main subject.

4. Display placards outside the hall advertising the meeting.

5. Let the speaker have full particulars of the time and place of the meeting. Arrange that his train times of

coming and departure fit nicely. Give him a diagram or particulars of the route from the station. See that he is met if possible. Always include stamped-addressed reply envelopes to speakers. At the conclusion of the meeting *pay the speaker his expenses*, and be sure that he is not out of pocket over the business.

6. See that the hall is in proper order for the meeting, and that the platform looks as bright as possible. The platform table should be arranged tastefully; water should be supplied. Fix up displays of posters and advertisements of literature. Arrange for a literature stall, and also a membership form table. Distribute leaflets or membership forms on the seats.

7. Arrange for representative men and women to sit on the platform. A bare, empty platform is an oppressive sight for the audience. Don't forget the women, a row of sombrely dressed men is less than half a show.

8. Fix up a sufficient number of stewards.

9. Take care over the agenda; give the chief speaker his full opportunity. The great error made by most Labour Parties is in having too many speakers. The only result is to confuse the audience.

10. The prospective candidate or the Member should be invited to be present and possibly have a place on the agenda.

11. Start the meeting punctually.

12. The chairman should make a crisp speech, create a good atmosphere, and speak appreciatively of the speaker. It is a great error to make a gibing speech, it starts the meeting badly.

13. The collection should be taken quickly and systematically by stewards. Bags or collecting boxes are better than open plates. Collections should be taken at all public meetings. There is far too much diffidence in some parties over asking for money. Let it be frankly stated that the Labour Party has to appeal to its sympathetic public for funds, and the people will give money.

14. Opportunity for questions to the speaker should be given.

15. Announcements should be terse, vivid and pointed. Call attention to special literature on sale. Ask people to join the party. Mention the membership table.

16. Close the meeting early.

Many parties issue an attractive syllabus of their public meetings, and an admirable feature in some of them is the short biographical note appended to each speaker's name.

FUND RAISING SCHEMES

**Football Doubles
Football Trebles
Pool Tickets
Draw Tickets, etc.**

We specialise entirely in
the printing of Popular Fund
Raising Schemes for Party
Funds.

Write for samples and
descriptive booklet explaining
the legal position.

©

Cambridge Press, Whalley
Road, Clayton-le-Moors,
Lancs.

(Concluded from page 176)

matter is limited and it is clear from the Election Rules that the R.O. may only decide whether the candidate has been validly nominated in accordance with the rules.

However, where an unqualified person acts in office he comes up against Section 41 of the Municipal Corporations Act, 1882 (still in force), and for each offence (of so acting) there is a penalty not exceeding £50 besides the possibility of a petition.

It would obviously not be in the public interest for the wrongful acts of an unqualified person to vitiate the proceedings of a Council, and a saving clause legalises the proceedings of a Council notwithstanding the acts of an unqualified person.

LABOUR PARTY DIRECTORY OF DIVISIONAL SECRETARIES

MONTHLY LIST OF CORRECTIONS AND ALTERED ADDRESSES

<i>Index No.</i>	<i>Description</i>	<i>Name of Organisation</i>	<i>Present Secretary and Address</i>
D9	CD	Buckingham D.L.P.	Mr. E. F. BELCHAMBER, 148, Cambridge Street, Wolverton, Bletchley, Bucks.
B34	CD	Whitehaven D.L.P.	Mr. S. PARK, 90, Lapstone Road, Millom, Cumberland.
G126	CD	Hunts. D.L.P.	Mr. F. H. M. NICHOLS, 51, Queens Road, Old Fletton, Peterborough.
B158	BD	Exchange D.L.P.	Mr. J. E. ORFORD, 1, Bispham Street, Liverpool, 3.
D333	CD	South Oxfordshire D.L.P.	Mr. S. ARTHEN SMITH, 46, Cowley Road, Oxford.
D378	CD	Farnham D.L.P.	Mr. MUMFORD, "The Glen," Beechdene, Lower Bourne, Farnham, Surrey.
D389	CD	Horsham and Worthing D.L.P.	Mr. J. S. LEEDS, 30, First Avenue, Lancing, Sussex.
H482	CD	Denbigh D.L.P.	Mr. L. EVANS, Warwick House, Back Bay, View Road, Colwyn Bay, Denbighs.

CORRECTIONS TO ANNUAL REPORT ALREADY PUBLISHED

December issue :—2, 5, 15, 26, 33, 38, 47, 53, 62, 127, 140, 159, 167, 231, 232, 239/41, 245, 249, 258, 262, 268, 294, 299, 303, 331, 378, 390, 394, 396, 423, 446, 476, 480, 481, 540.

January issue :—5, 9, 22, 45, 65, 263/5, 280, 305, 372, 375, 413, 440, 470.

February issue :—16, 26, 46, 53, 65, 89, 124, 127, 167, 175, 178, 258/9, 263, 274/8, 293, 299, 306, 352, 413, 487, 538.

March issue :—3, 9, 44, 70, 118, 143, 155, 160, 162, 171, 213, 224/5, 242/3, 278, 300, 340, 346, 378, 388, 403, 404, 420/3, 422, 423, 437/8, 450, 484, 511, 530, 575.

April issue :—1, 2, 5, 29, 89, 129, 236, 242, 249, 259, 283, 285, 333, 335, 380, 392, 432, 553, 570.

May Issue :—3, 12, 17, 37, 50, 60, 70, 76, 80/81, 87, 116, 126, 138, 140, 141, 142, 152, 166, 174, 187, 222/3, 224/5, 232, 239/41, 243, 245, 258/9, 258, 263/5, 265, 267, 267/9, 277, 290, 293, 297, 307, 313, 322, 350, 368, 372, 383, 403, 426, 427/30, 428, 440, 445, 471, 476, 486, 551, 570.

July Issue :—37, 45, 76, 113, 126, 159, 185, 205, 331, 398, 420, 477, 485, 566.

August issue :—34, 45, 64, 66, 106, 131, 135, 184, 197, 207, 235, 236/7, 245, 249, 312, 325, 388, 437/8, 518.



MORTON'S ROTARY
DUPLICATORS

Equal work to large
Rotary machines. Ask for demonstration

Mod. B, 63/-. Mod. C, Auto Paper Feed.
27 Gt. Dover St., London, S.E.1 £6/6/0

HAND ADDRESSING MACHINE

EASY TO USE - INEXPENSIVE TO WORK

Fully equipped for immediate service. An extremely simple and most effective addressing outfit at a price within reach of everyone. A novice can use it.



(ILLUSTRATION SHOWS METHOD OF OPERATION)

FOR HANDWRITING & TYPEWRITING

FROM

STROUD TRADING CO. LTD.

14, Clerkenwell Green, London, E. C. 1

Clerkenwell 4533

PRICE

25/- CARR. PAID

(CASH WITH ORDER)

Complete in polished wooden case with 100 stencils, 100 frames, ink, pad, sponge, roller, bucking sheet

EXTRA SUPPLIES

STENCILS 5/- 100

FRAMES - 10/- 100

INK - - 2/- bottle

Some Hints on Canvassing

The following highly instructive hints on canvassing are sent out by the Labour Party Registrar of Study Courses. They cannot be read too often or studied by too many workers, and we gladly reprint same:—

More favourable streets should be canvassed first. It is a pleasant breaking-in for new workers.

Appropriate times for canvassing are the earlier parts of the evening. Day-time canvassing times will depend on locality and the day.

To encourage people to join in the canvassing it is best to start them in groups and let a group go to a street. It creates fellowship, and everything seems easy and pleasant and newer workers get and feel more confidence.

Go in pairs to the doors, one person

having leaflets and the other the canvass material and pencil, and an electric torch.

A pleasant greeting that they have called on behalf of the Labour candidate, an invitation to read the leaflet or to come to a meeting, and then the expression of a hope that they may give the Labour candidate their support will produce an effect. It may be a smile and a "yes," or it may be a frown and a "no," or it may be a non-committal remark. Whatever it is, the canvassers will be able to make their card "For" or "Against" or "Doubtful."

Canvassers soon become experienced in assessing the possible attitude of householders. It does not matter if some errors are made, the percentage

of real errors on the whole of the canvass does not affect the organisational value for polling day of the whole.

After the first experience, the canvassers become confident in themselves and will proceed with the task expeditiously.

The main point is they are out to get information, not to argue, and they should pass from door to door fairly quickly. If people are insulting take no notice; graciously ask them to come to the meetings and pass on.

If any direct questions, tell the people you will pass them on to the candidate.

After the first canvass of the area has been completed, then a second canvass of the doubtfuls can be undertaken with perhaps some special literature or leaflets.

In highly-organised contests a third canvass, done by the most experienced canvassers, is carried out.

Canvass material must always be returned to the committee room the same night.

A record of the canvass bundles or

TYPEWRITERS DUPLICATORS



**GUARANTEED . SERVICE . SUPPLIES
OFFICE FURNITURE**

THE EXPERTS CO.

**55, COWCROSS ST. (Opposite Farringdon
Met. Station) LONDON, E.C.1**

CLERKENWELL 7434

EASY TERMS

folders must be compiled. These should be entered down one column on a wide sheet or book so that other columns for dates and canvassers' names can be ruled and used. Thus:—

*Taken
out by Date Ret'd.*

No. 31 Smith Street

No. 32 Moss Lane

Pit Court

Wye Street

WE EXIST TO SERVE LABOUR PARTIES

Through a non-profit-making, co-operative scheme we can publish a local journal on the most advantageous terms. However large or small may be the Party, we can issue a Special Edition of

THE WORKERS' MONTHLY

(Founded 1926)

Write for details to

Manager, "W.M." "Brixham"

The Mount, Guildford, Surrey

THIS IS A REAL SOCIALIST CONCERN

run by specialists under a management committee of Labour
Candidates, Labour Councillors and T.U. Officials.

Party Membership in Relation to Voting Strength

A highly instructive and important document on "Individual Membership in Relation to Labour Party Voting Strength" has recently been prepared by Mr. A. Rose, of Southampton.

The material prepared relates to the whole country, and is primarily for the use of the National E.C. of the Labour Party, although certain aspects of the matter will be circulated for wider consumption. It is replete with charts and sundry analyses. The document brings out some startling facts, and may lead to some new conclusions on this matter.

We are not at liberty, as yet, to reproduce any of the analytical matter, but the following preamble of this printed and bound document contains some truth worth repetition here. Mr. Rose deserves commendations for the pains he has taken to ascertain the facts, and to bring them out in this new form.

"The membership campaigns conducted by the Labour Party in recent years emphasise the importance of individual membership in creating a stable non-fluctuating allegiance to the Socialist work of the Labour Party, not only to secure support at Parliamentary elections, but in active and enlightened Socialist administration in local affairs.

"In the ten years which have followed since 1926, affiliated membership has dropped from 3,352,347 to 1,968,538, a loss of 1,383,809. In financial terms this has meant the loss of many thousands of pounds to both national and local party funds.

"It would appear from this experience that whilst there may be some fluctuations in affiliated membership owing to increase or decrease in trade union membership, there is little indication that the number paying the political levy is likely to increase to any great extent, or that we can recover this loss of over a million and a quarter members in the very near future. In a number of constituencies, particularly in the industrial areas, the organisation of supporters as individual

members has hitherto been unnecessary to electoral success, and in consequence independent Party organisation is very weak.

"But with the decline of affiliated membership the development of individual membership has become increasingly important, and there is ample evidence to show that the industrial areas are capable of very considerable development in this way.

"Moreover, electoral success is not the only contribution that a constituency is called upon to make. Besides the many thousands of pounds which are being lost to the Party each year, there is a loss of voluntary work which would take place upon enrolment of supporters into Party machinery.

"If we are to build up that stability of Party support which will withstand conditions of intense anti-Labour propaganda, we must look for the political organisation of supporters in industrial and non-industrial areas alike.

"And if the political organisation of supporters be accepted as an essential, then it is relevant to compare the relative strength of the electoral support with that of Party membership strength in the various constituencies."

YOUTH

As we go to press the National Youth Campaign is in full swing, and an unprecedented amount of energy has been put into the Campaign; for the first time, we believe, the whole front of Labour has been earnest in this job of organising youth.

The Campaign has been admirably backed by literature, and the Crusade must not be allowed to become merely a memory. Efforts ought to be continued to follow up the impression made, and the task of making youth members should form a regular part of every membership endeavour. Labour has put its hand to the plough, but it has much lost time to make up, and lost ground to recover among the young people. Let the Crusade continue.

(Reprinted by special request)

Making the Id. a week Scheme go

Some useful hints

There are many Parties which today can bless the "Penny-a-Week Membership Scheme," for they have been "made" by it. But there are others to whom the hints contained in this article will be helpful—some who have endeavoured to work to this basis and failed, either entirely or in part, and others whose doubts and confirmed conservatism still keep them to the old and unprofitable 1s. a year subscription.

It is not for us to blink difficulties, but the outstanding obstacle to *an attempt* to make this scheme work in any constituency will invariably be found to be a lack of vision in the local Party—a failure to visualise the earnestness of a great section of the community, as evidenced by the high vote given to Labour; and a failure to visualise the possibilities and future for a great democracy organised on a scientific and sufficient system for the sustenance of its advance. The world has seen and knows the united force of Trades Unionism, built on a similar basis, bargaining and commanding for its members, and at least able to claim that the wage-slavery of capitalism has been regulated and checked; but the world has not yet seen a united democracy, men and women, banded together for political aims in such numbers and on such basis as to embrace practically every person who votes with it. *Yet this end has actually been almost accomplished by certain Local Labour Parties in their areas where the individual membership added to the affiliated membership reaches the total not perhaps of the votes recorded but certainly of the number of houses in which those voters reside!* So is this vision all moonshine?

But, putting aside for a moment the larger end in view, there is the question of immediate finance for our movement and it is now a proven fact that in many widely-differing types of consti-

tuencies where one-penny-per-week systems are adopted, Labour can and does retain handsome membership rolls or well into four figures. The proof of the pudding is once again in the eating.

Almost every attempt to inaugurate the new scheme is met at first by someone or other who claims that their district is peculiar—people *won't* do this or that; Muckdoro people are different to the rest of the world; others don't understand; there never was such a place and nothing can be done, etc., etc., *ad libitum, ad nauseam*. After all, what an amazing world this is that so many places are different from the rest and yet all alike in being "the worst ever God made, and the worst to organise!" Courage boys, courage, and just a bit of the old grit and perseverance.

We believe that all these objections are best faced out in a Party meeting and beaten or shamed to silence. Parties desirous of getting the scheme going should first create enthusiasm for, and confidence in, its success. This is best done by an executive coming to its general meeting with full information and details of working, *and their own names listed and pledged for a commencement*. A special speaker versed in penny-a-week membership is an asset.

We have noted that where failures have taken place in the past there has generally been a noticeable lack of detail about the initial proposals. No scheme will work on a mere resolution of the members, or by reliance on existing machinery. Every step must be thought out afresh and provided for at the start, i.e., when the new payment starts from; how money will be collected, checked and handed over; how leakages and breakdowns will be provided for; how cards will be issued and by whom; instructions as to out-of-works and extra members in a

family; arrangements for acceptance of new members; the canvass for new ones; treatment of removals; the exercise of members' privileges, etc., etc.

This article, of course, concerns primarily the minimum contribution of 4/4 per year, but while some Parties have this as their minimum, many more have so framed their rules as to allow a smaller minimum in some cases, the 4/4 being the expected standard. We think there is something to be said for this, and collectors ought to be empowered to make exceptions where several members of a family are members, and in other suitable cases. Sickness and unemployment are mostly obvious cases for temporary excusal of payment.

Two questions affecting the status of members which are always asked when this scheme is discussed is "When does the member 'come into benefit'?" i.e., attain full voting power, and, "When does he cease membership because of failure to continue payment?"

In our opinion it would be unfair and inadvisable in ordinary circumstances to allow persons on paying the first penny or so to be admitted right away to full membership, though exceptions may be necessary especially when opening a new branch. A person becomes a member of the National Labour Party when he receives a national membership card, costing 4d., but the national and model rules are silent as to the amount receivable before the card is handed over. But individual membership is now impossible without that card, and the position is that local Parties must decide for themselves what prepayment must be made before a card is issued. But they must not collect payments indefinitely without issuing cards. The most equitable arrangement is to issue a card with the fourth payment, i.e., when 4d. is paid. The card is the hallmark of membership and carries with it full membership rights.

The problem of arrears is not so easy. The card carries national membership for the full current year. But there is no reason why a member who ceases right away should be accorded full voting rights in the local Party for a whole year, and approval should be sought for a rule giving the Party the right to discontinue summons to meetings after the lapse of a stated period, and proper notice. Undoubtedly we shall reach a stage in time when these

matters will be customary and well recognised, but in the interim stages of membership development it is not well to become too rigid.

The payment of back arrears on the opening of a new year is also a troubled matter. Membership at present is for a year and the card franks the present and so wipes out the past. Here again time and experience and a growing value in sustained membership will tend to minimise losses.

And now as to collectors. No scheme can be successfully started or sustained without some trouble in this direction and constant attention to the problem. More breakdowns occur over this matter than from any other cause.

Voluntary collectorship has succeeded with quite big memberships (Greenwich collects on over 3,000 members in this way) and it should always be tried first. Executives should come to their members with some plan and preferably some definite offers to act as collectors. Example goes a long way and it is catching. Street and district collectorship is the only sound system, and every member should be on some collector's book or other. Those books are wanted *now*.

But collectorship without supervision is asking for trouble. Even two collectors require a head. And collectors' reports and transactions are not for Party meetings but for private collaborations much more frequently than the Party meets. It is a puerile, uninspiring, and faithless Party that can produce *no* volunteers for this work. If only *one* we would say to that comrade get ahead and search the highways and hedges for new and *better* members.

But success brings its own problems. These weekly trudges get wearisome when the work multiplies. Party activities ought *not* to degenerate into all machine work. Collectors should not be overburdened owing to the growth of membership. But are there not the new members themselves to be raked in and given a job to do? This is sometimes overlooked.

Even so, we are aware that voluntary collectorship does prove unsatisfactory in some districts, though our observation is that the crack comes nearly always because of lack of supervision—there is usually not enough reserve man and woman power; too many are appointed to collect and too

few to supervise. Well, there is no sound moral objection to payment for collecting. Indeed, we believe in time this question will have to be faced very widely and regularised. Commission on collections is paid already in many cases; even salaried collectors are employed.

Here let us remind our readers that one penny per week subscriptions are not all paid weekly. Fortnightly, monthly and even quarterly calls are arranged. Commissioned and salaried collectors also sometimes act as supervisors to bring in the collections of volunteers with small "books."

Back to that statement that even two collectors require a head. We are a dreadfully human crowd. At a meeting heaps will sometimes volunteer as collectors, they are accepted, given jobs to do, supervision is forgotten or left to the Secretary, and in a month all is chaos. People *will* fall sick, get other calls, forget to turn out, and generally fail you. Every fortnight a collector should be expected to report or a supervisor—chief collector, or what you will—should call. This personal contact nips neglect in the bud and soon works well. The supervisor is a reserve collector, his or her job being not only to receive returns but to step into the breaches. He in turn is supervised, but the size of the membership and other matters determine how. Frankly, we would sooner almost any district go uncovered than risk the success which proper supervision alone makes possible in any district.

Finally, the penny-a-week scheme means so much to Labour that attention to details is well worth while. No scheme or system is foolproof—even sacred law and order itself sometimes breaks down. So hitches will occur, and should be met patiently and boldly, for this attempt to teach the people to pay for their politics will at least do something to remove the reproach from us that even where Labour is in overwhelming strength it still often looks to outside quarters for the wherewithal to function and perform.

If there are snags or difficulties we have seemed to slur or not to touch upon we invite our readers to write us on the matter. And will they tell us also of their successes; because the new contribution is winning, and winning handsomely wherever it is consistently tried out.

Early Publication of New Register

In a recent circular to Registration Officers, the Home Office, as they have done for several years, asked Registration Officers to make arrangements for the expeditious printing of the Register in the Municipal Boroughs, so that the Register shall be ready at as early a date as possible before the 15th of October. We believe that this advice is simply not followed in a good many boroughs, though many Registration Officers have proved most obliging in this matter. Complacency on the part of political parties in places where the Register is not ready may serve the erring R.O.'s as an excuse for not pushing forward with their printing. It is up to local officials to complain if the Register is not available a reasonable time prior to the official publishing day.

Shorthand to Your Aid

It was a prominent journalist who recently told his fellows that shorthand was a good servant, but a bad master.

Speaking, however, mainly to his colleagues on the uses of shorthand generally, the writer said that shorthand, once mastered, was a life-long help, not only in the newsroom, but elsewhere—in the telephone box, in the office, etc.

It is somewhat surprising that more Labour officers do not master the art of shorthand. There are innumerable uses for it among Labour workers, whom it will assist in minute-taking, in compiling short (but accurate) summaries of speeches, in canvassing, and for a dozen other uses.

One very prominent Labour official sets a good example indeed, and the efficiency of the gentleman we have in mind, has been in no small measure due to his ability to take notes, and accurate précis of discussions and interviews.

Some Publications

"Your Britain" No. 4. The Labour Party.

The latest "Your Britain" is referred to elsewhere by our valued contributor, "Jack Cutter." We are sure that our readers will agree that No. 4 is more than up to the standard of previous issues. Although intended for use during the Municipal Elections, it has, of course, a far wider appeal. As becomes the modern outlook, due to the growth of Socialist sentiment on the care of children, this issue bears evidence of our Party's interest and policies on this vital question. There is a family interest in the pictures, and the sale ought to exceed that of any previous number.

"Labour." Price 3d. monthly. National Council of Labour, Transport House, S.W.1.

"Labour," which is the Official Organ of the T.U.C. and Labour Party, comes out this month in new form. Its page size is now uniform with that of the "Labour Organiser" (we appreciate this form of flattery), and trust this authoritative journal will flourish in its new style. There is a modern flair about the get-up, and the paper is illustrated in a way which we, unfortunately, with a more limited appeal, cannot afford. "Labour" was always well written, and deserving of a greater loyalty from our Movement.

"British Transport at Britain's Service," by The Right Hon. Herbert Morrison, M.P. Price One Penny. The Labour Party.

The ex-Transport Minister, in this pamphlet, sets out a policy which will command attention, not to say criticism, and contention. The problem of transport is a vital one for the nation, and it is one which Labour must study a little more. In the meantime, we are sure that Herbert Morrison's pamphlet will hit in the eye a far wider circle than that attained by a purely Labour circulation.

"Labour's Work for Youth," by D. H. Daines. Price One Penny. The Labour Party.

Mr. Daines has written a timely pamphlet, and although intended primarily as a message to youth, there is more in it than that; indeed, several pamphlets uniform with this one might be put out displaying the great work of a wonderful municipality under Labour control.

A LESSON FROM THORNBURY DIVISION.

The Thornbury Divisional Labour Party (Secretary and Agent, Mr. E. G. Salmon) issued in connection with the Clarion Rural Campaign an elaborate duplicated programme and guide. This was not a mere plan of campaign containing the names of villages to be visited and dates, but it gave just those particulars concerning the villages which strangers, and even members of the Party, would find valuable.

The particulars given were geographical, historical, and industrial, and included information concerning prevalent trade unions, Party membership, etc. Quite apart from its value to the campaigners, it made most interesting reading. A sketch map of the area completed a valuable document. The programme altogether was one to be kept, and the example is one we should like to see very widely copied. In this matter the Thornbury Division had led the way.

AND ONE FROM LEEDS.

Leeds City Party conducted a Socialist week during July and sold 4,000 copies of "Your Britain" Nos. 1, 2 and 3, in the seven days, in spite of bad weather. Comrade A. L. Williams, who has taken charge of literature sales for the entire city, makes a regular feature of literature news in the monthly bulletin he sends to every Ward Secretary. In his report to us he states: "Our experience in Leeds teaches us that modern literature can be sold in any district where enthusiastic workers will offer it for sale at the doors of people's houses!"

THE LABOUR ORGANISER

COSTS

RETAIL - - 4½d. a copy or 4/6 per year, post free

WHOLESALE

(not less than 6 copies)

CREDIT TERMS:

2/- for 6 copies and 3½d. per copy afterwards. A discount of 2d. in the 1/- is allowed for prompt quarterly settlement.

PAID IN ADVANCE:

1/6 for 6 copies and 2½d. per copy afterwards. To obtain these terms cash for 3, 6 or 12 months must be sent in advance.

ORDER FORM

To H. DRINKWATER, Editor Manager,
The Labour Organiser,
FERNHILL HEATH, Nr. WORCESTER.

TEAR OFF
THIS PAGE.
ON RECEIPT
OF ORDER
WE WILL
SEND YOU
ANOTHER
COPY FREE.

Please send.....

to order of.....

Cash enclosed.....or we accept
credit terms.

Signed

Full Address.....

All retail orders
must be accom-
panied by cash.